Everyone Walks:
Understanding & Addressing Pedestrian Safety

Pam Fischer
Pam Fischer Consulting
August 12, 2015
http://teendriving.statefarm.com
What came first?
Why this report?

7,516
4,735
37%
14%
1 pedestrian killed every 2 hours
1 injured every 8 minutes

NHTSA, 2015
Why this report?
Why this report?
Key Takeaways

Collaborate with the public health sector to enhance data collection and promote safe walking.

Provide comprehensive training to law enforcement.
The Problem
Who, When & Where?

- 46 (fatals) & 36 (injuries) y-o males
- Evening, late night hours
- July-December
- Urban
- Non-intersection
- Single vehicle
- Hit & Run

NHTSA, 2015
Why?

- Alcohol
- Speed
- Distraction
Teens & Technology

Pedestrian Safety and Teens

- Every year, a teen pedestrian is injured or killed after being hit by a vehicle in the United States.
- In 2012, 284 teen pedestrians died and another 10,000 were injured.
- In the survey of 5,000 teens, 62% of them walk home, 38% go by car, 10% take the bus, and 6% walk or bike alone.
- What is the most common reason teens are hit by a car? 24% are not crossing the street.
- Teens who have been hit by a car are less likely to report crossing the street.
- Teens who walk or bike to school are less likely to be hit by a car.
- Teens who walk or bike to school are less likely to be hit by a car.

Talk to your teens about walking safely and remind them to look out for traffic.
What can states do?

Leverage Federal Tools

• Pedestrian Safety Assessments
• *Resident’s Guide for Creating Safety Walking Communities*
• *Everyone is a Pedestrian* website & pilots
• Mayor’s Challenge
• *Countermeasures that Work* (chapters 8 & 9)
• *Pedestrian Safety Enforcement Operations: How to Guide*
• *HVE on Driver Compliance to Pedestrian Yield Right of Way Laws*
Show me the money!

- SRTS
- Non-Motorized Pilot Program
- Section 403 grants
- Section 402/405
- Flex HSIP
- State Plans
Policy Initiatives

- Vulnerable User laws
- Driver Education
- Speed/Pedestrian Safety Slow Zones
- Complete Streets
Enforcement

• Education & Training
• Road Safety Audits
• TIM
Sustained Enforcement

- Leadership
- Pedestrian safety enforcement is traffic enforcement
- Training
- Education/Outreach
- Grassroots Involvement
- Evaluation
- Feedback
Education
State Initiatives

SAFETY DOESN'T HAPPEN BY ACCIDENT.

Street Smarts

WATCH FOR PEDESTRIANS

CROSSWALK CRUSADER

JANUARY 1ST CELEBRATION
VISION ZERO STARTS TODAY!

we are celebrating with congratulations for the new administration.
State Initiatives
Questions?